



December 29, 2005

BY OVERNIGHT MAIL

Mary L. Cottrell, Secretary
Department of Telecommunications and Energy
One South Station, 2nd Floor
Boston, MA 02110

Re: St. 2005, c. 140: An Act Relative to Heating Energy
Assistance and Tax Relief
Unitil's Information Dissemination Plan

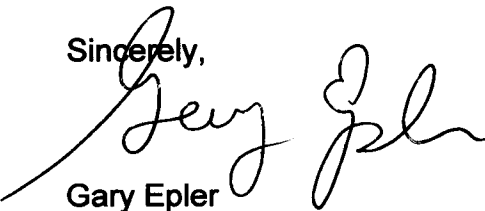
Dear Secretary Cottrell:

Enclosed on behalf of Fitchburg Gas and Electric Light Company d/b/a Unitil ("Unitil"), please find the original and ten (10) copies of Unitil's proposed Information Dissemination Plan, in compliance with the letter from the Department of Telecommunications and Energy's ("Department") General Counsel issued on December 12, 2005.

Please note that this Plan compliments and is consistent with the information previously provided to the Department in Unitil's letter of November 14, 2005 in D.T.E 05-GAF-P4, and Unitil's letter of December 14, 2005 in response to the Department's request to all electric companies to: (1) inform their customers of the applicable deadlines and procedures to apply for federal fuel assistance funds; and (2) encourage all customers to utilize energy conservation programs offered by the company.

Please do not hesitate to contact me if you have any question concerning this filing.

Sincerely,



Gary Epler

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Joseph Rogers, Assistant Attorney General

Unitil 2006 Information Dissemination Plan

Purpose

Unitil expects energy prices to continue to be high in 2006. To educate our customers, Unitil will provide information - at least semi-annually - on cost-saving mechanisms available to help lower monthly bills and manage energy costs.

Approaches/Schedule

Direct Mail

Letters will be mailed in September to all non-delinquent residential customers informing them of the opportunity to enroll in the budget billing plan, or to establish a payment arrangement. All letters will be customized to include their calculated budget amount. Once Unitil's Arrearage Management Program, filed in docket D.T.E. 05-86, is approved, information concerning enrollment in this program will be mailed as well.

Also, throughout the winter moratorium, payment reminder letters will be sent to all protected customers.

Welcome packets will be sent to new customers providing them information about the budget billing plan, payment arrangement opportunities, discount rate information and application, federal fuel assistance information with applicable application deadlines and energy conservation information.

Bill Inserts and Bill Messages

Unitil will utilize the monthly bill inserts and bill messages to inform customers about fuel assistance programs (8 times), bill payment programs (6 times), the discount rate (4 times) and energy efficiency programs (6 times). Additionally, we will dedicate one issue of the Customer Newsletter to "Controlling Energy Costs," which covers all of these topics.

Media and Events

To prepare our customers for higher energy bills, Unitil conducts Controlling Energy Costs Program. Controlling Energy Costs educates customers on the various programs, tools and activities available to help them manage their winter energy bills. It covers web-based energy usage tools, understanding your bill, energy saving tips, energy efficiency programs, payment options, discount rate information, Fuel Assistance Information, and Good Neighbor Energy Fund Information.

The Winter Controlling Energy Costs Program starts in October and lasts through February. The Summer Controlling Energy Costs Program occurs in July. The program includes:

- Presentations to United Way agency directors
- Op Ed and press releases on Controlling Energy costs and energy saving tips
- Radio and cable TV appearances, focusing on energy saving tips

- Customer and employee newsletter articles

Web

Unitil's web site, unitil.com has information on budget billing and other payment tools, discount rate, energy efficiency programs, energy saving tips, as well as the information covered in Controlling Energy Costs presentations.